



DIPLOMA IN DIGITAL BUSINESS

MQA/PA18393

Duration of Course

2 Years

OVERVIEW OF THE DIGITAL BUSINESS INDUSTRY IN MALAYSIA

The digital economy is a significant driver of Malaysia's growth, contributing over 23% of the GDP in 2021 and expected to rise to 25.5% by 2025 (MDEC, 2023). Key areas in digital business such as e-commerce, fintech, cloud solutions, and AI are expanding rapidly, with the e-commerce sector alone projected to reach RM30 billion by 2025. Malaysia's digital adoption surged due to COVID-19, with an 80% increase in e-commerce usage among businesses, indicating a sustained demand for digital business competencies post-pandemic.

Entry requirements

- ✓ Possesses SPM with at least credit in THREE subjects;
- ✓ Possesses SKM Level 3 in the related field;
- ✓ A Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00;
- ✓ A pass in Sijil Tinggi Pelajaran Malaysia (STPM) with at least Grade C (GP 2.0) in any subject;
- ✓ A pass in Sijil Tinggi Agama Malaysia (STAM) with at least Grade Maqbul;
- ✓ Other equivalent qualifications recognised by the Malaysian Government



OIC programs are approved by the Ministry of Higher Education Malaysia JPT (Jabatan Pendidikan Tinggi) and accredited by MQA (Malaysian Qualifications Agency)

Recognized and funded by



Setiawalk, J-2-1 & J-2-2
Persiaran Wawasan,
Pusat Bandar Puchong,
47160 Selangor



+603-5022 4634 / 017-935 8599



registry@origin-int-college.edu.my



www.origin-int-college.edu.my

PROGRAM STRUCTURE

YEAR 1 SEM 1 (18 CREDITS)

- ✓ FUNDAMENTAL OF MANAGEMENT
- ✓ MICROECONOMICS
- ✓ BUSINESS ACCOUNTING
- ✓ INTRODUCTION TO DIGITAL AND SOCIAL MEDIA MARKETING
- ✓ ACADEMIC ENGLISH
- ✓ MPU UI PENGHAYATAN ETIKA DAN PERADABAN /
- BAHASA MELAYU KOMUNIKASI

YEAR 2 SEM 1 (18 CREDITS)

- ✓ WEB DESIGN
- ✓ BUSINESS ETHICS
- ✓ DIGITAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT
- ✓ MACROECONOMICS
- ✓ CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- ✓ E-COMMERCE MANAGEMENT

YEAR 1 SEM 2 (18 CREDITS)

- ✓ DIGITAL BUSINESS VENTURE AND STRATEGY
- ✓ ORGANIZATIONAL BEHAVIOUR
- ✓ BUSINESS COMMUNICATION
- ✓ PRINCIPLES OF MARKETING
- ✓ FUNDAMENTAL OF FINANCE
- ✓ MPU U2 BAHASA KEBANGSAAN A / THINKING SKILLS

YEAR 2 SEM 2 (16 CREDITS)

- ✓ DIGITAL MARKETING ANALYTICS
- ✓ ENTREPRENEURSHIP IN DIGITAL BUSINESS
- ✓ CONTENT CREATION AND COPYWRITING FOR DIGITAL MEDIA
- ✓ BUSINESS INTELLIGENCE AND DATA VISUALIZATION
- ✓ SOCIAL MEDIA ADVERTISING AND STRATEGY

YEAR 1 SEM 3 (8 CREDITS)

- ✓ INTRODUCTION TO INFORMATION SYSTEM
- ✓ MPU U3 GENERAL PSYCHOLOGY
- ✓ MPU U4 INTEGRITI DAN ANTI RASUAH

YEAR 2 SEM 3 (8 CREDITS)

- ✓ EMERGING TECHNOLOGIES IN DIGITAL BUSINESS
- ✓ PROJECT MANAGEMENT FOR DIGITAL BUSINESS

YEAR 3 SEM 3 (4 CREDITS)

- ✓ INDUSTRIAL TRAINING (4 CREDITS)

***Semester Modules are
Subject to Changes**